

## Message Text

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51

ACTION EUR-12

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O R 051230Z AUG 75

FM AMEMBASSY BUCHAREST  
TO USIA WASHDC IMMEDIATE  
INFO SECSTATE WASHDC 3968

UNCLAS BUCHAREST 3780

USIA FOR IP/M

E.O. 11652: N/A

TAGS: O/VIP

SUBJECT: ROMANIAN MEDIA REACTION TO PRESIDENT FORD'S VISIT

1. ONE HUNDRED-TWENTY FRONT-PAGE COLUMN INCHES GIVEN TO VISIT IN AUGUST 5 EDITION OF SCINTEIA, INCLUDING TWO 4 1/2 X 7 1/2 PHOTOS OF TWO PRESIDENTS IN SINAIA AND AT AIRPORT DEPARTURE CEREMONIES. ENTIRE THIRD PAGE OF PAPER GIVEN TO VISIT COVERAGE (140 COLUMN INCHES), MOSTLY TO PUBLICATION OF TEXTS OF PRESIDENTIAL STATEMENTS AND OF JOINT COMMUNIQUE. FRONT PAGE HEADLINE READS "REMARKABLE EVENT FOR THE DEVELOPMENT OF FRIENDLY ROMANIAN-AMERICAN RELATIONS, A VALUABLE CONTRIBUTION TO THE CAUSE OF DETENTE AND INTERNATIONAL COOPERATION."

2. LEAD ARTICLE IN SCINTEIA COVERAGE IS EDITORIAL SIGNED BY FOREIGN EDITOR ROMULUS CAPLESCU. HE TERMS TALKS "FRUITFUL" AND COMMENTS THAT THEY DEVELOPED IN A "FAVORABLE, CORDIAL ATMOSPHERE." THE VISIT "OCCASIONED THE EXPRESSION OF COMMON SATISFACTION WITH THE CONTINUED DEVELOPMENT AND DIVERSIFICATION OF BILATERAL RELATIONS." CAPLESCU SWELLS ON THE SIGNIFICANCE OF THE COMMERCIAL AGREEMENT. THE FULFILLMENT OF THE GOAL OF REACHING ONE BILLION  
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DOLLARS OF TWO-WAY TRADE "WILL HAVE A POSITIVE INFLUENCE

ON THE WHOLE OF RELATIONS BETWEEN THE TWO STATES." HE ALSO NOTES THE "PROFOUNDLY SIGNIFICANT FACT THAT THE VISIT OF THE AMERICAN PRESIDENT TOOK PLACE ONLY A DAY AFTER THE SUCCESSFUL CONCLUSION OF CSCE."

3. ROMANIA LIBERA GIVES 21 COLUMN INCHES OF COVERAGE TO THE VISIT, AN EDITORIAL SIGNED BY A. STANCIU WHICH APPEARS ON THE BACK PAGE (INTERNATIONAL NEWS PAGE) OF THE PAPER. THE EDITORIAL'S HEADLINE READS "AN IMPORTANT MOMENT OF THE CONSTRUCTIVE ROMANIAN-AMERICAN DIALOGUE;" ITS TONE IS FAVORABLE; AND ITS POINTS BASICALLY THE SAME AS THOSE MADE BY CAPLESCU.

4. BOTH SCINTEIA AND ROMANIA LIBERA GIVE 14 COLUMN INCHES TO AN AGERPRES STORY DATED BELGRADE REPORTING THE SUBSTANCE OF THE YUGOSLAV-AMERICAN JOINT COMMUNIQUE. THE STORY CHARACTERIZES THE TALKS BETWEEN THE TWO PRESIDENTS AS HAVING BEEN "CORDIAL, OPEN AND CONSTRUCTIVE."

5. DIRECTOR ROM TV, VASILE POTOP, CLAIMED TO PAO THAT LOCAL COVERAGE OF PRESIDENT FORD'S VISIT MOST EVER DONE FOR ANY SUCH EVENT. TWENTY-FOUR CAMERAS, HE SAID, WERE STATIONED ALL ALONG MOTORCADE ROUTE TO COVER VISIT LIVE. NORMALLY HE SAID CAMERAS ONLY PLACED AT AIRPORT AND AT ONE OTHER MOTORCADE LOCATION. TV COVERAGE CONSISTED OF: ONE HOUR SPECIAL ON EVE OF VISIT AUGUST 1, COVERING DEVELOPMENT OF ROMANIAN-AMERICAN RELATIONS IN PAST YEAR (USIA FILM CLIPS USED EXTENSIVELY IN THIS BROADCAST); LIVE COVERAGE OF ALL ARRIVAL CEREMONIES AND ENTIRE MOTORCADE, TOTAL OF 1 1/2 HOURS; 15 MINUTE NEWS PROGRAM EVENING OF AUGUST 2 ON EVENTS OF FIRST DAY OF VISIT; LIVE COVERAGE OF DEPARTURE CEREMONY AT AIRPORT; AND LENGTHY SUMMARY OF VISIT HIGHLIGHTS IN AUGUST 3 EVENING PROGRAM.

6. RADIO COVERAGE TYPICAL FOR SUCH VISITS, CONSISTING OF LEAD STORIES IN EACH HOUR NEWSCAST DEVOTED TO VISIT DEVELOPMENTS.

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**To:** USIA  
**Type:** TE  
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